Full Length Research Paper

Presentation of women in sexual role influence by television and its entertainment programmes

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Abstract

The study explores the women portrayal in sexual roles influential by TV and its entertainment programs. Current research has also been formulated to examine the presentation of women in powerful, independent and successful roles are perceived as more as adoption of different styles and accessories. A detailed questionnaire was prepared to collect and document perceptions of the female viewers through a sample of 360 viewers of television entertainment programs. The findings reveal that female viewers take keen interest in dramas, music shows and award shows. Among entertainment programs, dramas are the prime choice of viewers. Consequently, viewers get influenced from the women models and actresses in the adoption of dressing, hair styles and make up. Moreover, findings reveal that the viewers considered the portrayal of women models and TV actresses in contradiction to the religious norms. However, the portrayal of women models and TV actresses seems to be equated with the cultural norms. Resultantly, viewers perceive the portrayal of women models and TV actresses more appealing in the successful roles than that of sexual roles.

Keywords: Quantitative analysis, women portrayal, cultural norms

INTRODUCTION

Television is a primary source of cultural information, cultural power of television gains efficacy from an increasingly wide variety of programming that contains an unexpectedly narrow range of ideas and images. Television is a source of information about the current affair programmes, it educate through its educational programmes, programmes based on health issues facilitates its audiences about the basics of health issues, formats of agriculture not only educate the formers rather it make them capable to cultivate land, religious issues are tackled through the programmes of religion and it helps to promote religion and variety of programs of entertainment (http//: DailyPakistanobserver.com). Television is perceived as the utmost dominant and influential means to manipulate and to persuade the

attitudes and behaviors of viewers (www.ciadvertising.org). It can also generate effects in the behaviour and attitudes of its viewers. Television; the system of communication has altered the routine work and lives of viewers (Shaughess & Stadler, 2005).

Television is provides variety of contents and formats, as magazines shows, popularly known as breakfast television, dramas, serials, long plays, promotional messages, paid promotional contents, music videos, award shows academic and programs on culture, political debates and discussions. Programs that television provides generally televised with the objective of amusement, to gain knowledge, and education. With the advent satellite communication its fundamental and necessary objective and function has become much easier to recognize and the purpose more effective (Bansal, 2007).

Undoubtedly television supports the dominant ideology of gender presentation. It has been empirically observed

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that many viewers spend more time on watching their role-models on TV than that of their parents. Television still upholds traditional gender stereotype because it reflects leading community standards. In reflecting them TV also supports them, presents them as natural (www.aber.ac.uk). Television plays a very significant role in making the foreign norms acceptable and because of its substantial role it can build the society in number of ways, and it has the power to make and shapes the lives of the members of the society. Today's television channels and newspapers are making fast money by cashing on the news in wrong sense and wrong way (www.citytvweb.com). In recent times new television gadgets are proofing itself as social reformer, a change agent and it makes and shapes the personality of an individual, so it is more influential than that of parents and teachers for the viewers. Television's Importance to Society, In Spite of its inauspicious effects the role and influence of television has been severely under criticism. It is only fair to ask why society thrives off the television. Society, television is influencing the generation after generation. Change in society and new observable trends are cultivated through the different contents of entertainment which not only revolutionised the society rather it has allowed different dramatised characters and their roles acceptable. Although some genres of television are made for the only objective of entertainment and amusement for the masses, yet it keeps the viewers informed about the world and happening around them, which is one of the consequence of unifying the world and making the boundaries blurred (Sharma, 2005).

Culture of drawing room and bed room has not only been changed but also it has brought new trends in other fields of life as well, moreover, it is undoubtedly right to say that it has become source of reform and modification for society at large. Television provides access to entertainment programs at door-step with audio video facilities (www.ciadvertising.org). Through the variety of contents, viewers are now in position to relate themselves what is presented. Viewers identify their problems and success with the presented contents; they get involve in personal identity they try to resonate their routines with that of depicted daily routines of the characters (www.webpages.dcu).

Woman Portrayal in Television

Socio-cultural standards of beauty ideal of females are portrayed in almost all sorts of well-liked television, bombarding female with descriptions and metaphors that depict what is well thought-out to be the ultimate body. Such values and ideals of beauty are almost completely unattainable and difficult to carry out for most of the female section of the society; significant numbers of the female models are portrayed as physically perfect and ultra modern on television. Television's use of such

impracticable models and characters do an inherent communication that for a woman to be conceived gorgeous, she must be thin, attractive, sexy and full of emotions. Skinny models and thespians emerge to be the criterion in today's television entertainment contents. Advertisements and other entertainment contents featuring women to target young females as thin and beautiful models which inconsequence influence in the espousal of new trends in fashion wear, garnishing, and other stuff. Tremendously skinny and thin body is the arbitrate custom of today's culture (Hendriks & Burgoon, 2003). This arbitrated ideal thin body is predominantly portrayed in popular entertainment television channels; women consume theses contents for the reason to be looked like (Hendriks, 2002). Women depicted and presented as a form of standard and gauging tool of social value (Leavy, et al., 2006).

The frame of mind that a human being can never be too wealthy or too thin is all too widespread in the world, and it makes easier said than done for females to attain any echelon of satisfaction with their bodily appearance. Many researches are there which considerably point out that females are unconstructively and pessimistically affected by consistent coverage of actresses and female models. Television depicts female characters with delusive and unreal ideal of beauty; however, it is ambiguous how these imagery descriptions of women actually come to affect their agreement with body and appearance. There are distinct and diverse viewpoints that can be employ to explain why and how female incorporate within their self the images that television depict and prudently portray them skinny and thin-paragon. Female models and actresses are always portrayed as the role model and a sculpture to imitate and replicate by the audience (cited at http://www.westminstercollege.edu). Among the youth and female segment of the society music videos and other entertainment stuff is perceived as influential and provoker of the social association and equilibrium. Television portrays are drastically infused in the society and members of society without more ado try to copy or simulate those contents and substances. Studies found significant correlation of coverage of females to be skinny and slim in numerous music video cassette and the enhanced altitude of imitation of eye-catching descriptions of female portrayed. In addition, the experimental studies further explored that videos impersonating the thin ideal, generated more social comparison than control videos that did not include such images (Tiggemann & Slater, 2003). Constant bombardment of ideal images of attractive women and eye catchy presentation of female models created a world of false reality which is seems as fabricated. Furthermore the constant exposure to such messages and substances make the viewers to believe the constructed reality as well grounded. Consequently, the representations of female models and their physique

portrayed on TV screens are thence twisted, acquiring and adopting televised realism for young segment of females are supposed to escort to viewers satisfaction and adoption, a strong desire to be thinner, is noticed among the television contents viewers (Schooler, et al, 2004).

Stankiewicz, et al., (2008) studied the representation of female models in 1,988 of promotional messages of the products and advertisements from 58 admired television channels. Theses contents were coded with regard to whether models were depicted in sexual roles or presented in the roles of victims. Results of their study showed, one of the two advertisements featured and targeted female models as sex object. Only less than 10% of advertisements portrayed female models in the role of victims. Moreover Men's, women's fashion, and female youngsters' entertainment contents were more likely to depict female models as sex objects and as victims. Repercussions of depiction of women as sex objects and as victims in the entertainment contents are evident (cited at: http://themarshfieldtimes.com).

Portrayal of female in the television programs is a subject that is being discussed frequently. The portrayal of female characters as a product and the accompanying body politic in the television is well documented. Television contents are really playing with our youth' minds bringing new trends and cultural traits, as they are promoting women in different roles and portraying women in different appeals and cultivating western culture in the minds of Pakistani youngsters. Our youth are very fond of television entertainment programs such as TV dramas, advertisements, TV talk shows and magazines shows. It is observed that whole family members regularly watching Indian, Turkey dramas have gained a significant importance in our society. Showbiz industry all over the world is a source of not only entertainment rather it brings new trends and patterns in the life of peoples (Anand, 2006).

Moreover girls want to wear such dresses like they see in dramas and in other TV contents. Young girls also want to use lipstick. Female viewers are largely affected from the television entertainment contents and they try to imitate and adopt the life styles like they see in dramas and TV entertainment programs. Even the people know that it is not suitable and right thing to use the presented styles and patterns; they follow such type of things just to have a fun and feel proud to be a fraction of such culture. The consistent bombardment of images about the beauty and ideal thinness of female on television has great influence on the viewers and masses at large. The influence of disclosure to the thin and slim image of women on television is significantly revealed in major studies on the females that young females of college randomly exhibited to pictures and photos of women depicted as slim and ideal body figure of admired journals and magazines. It is the responsibility of Pakistani drama producers to produce such dramas which promote nationalism, their true culture, religion, and traditions. Hawkinset, al., (2004) stated, "The television is an influential and persuasive tool of reform and modification and alteration can only occur once we are able to see the type of force this tool has cast on society. It's up to us women to use the force of television to influence positive change and correct the representation of women."

Objectives of Study

1. To explore the female viewers' consumption patterns of TV entertainment programs;
2. To investigate the viewers' perception about portrayal of female models and TV actresses in television entertainment programs;
3. To document the association the viewers feel with the models and actresses;
4. To document the influence of portrayal of female models and TV actresses on the viewers;
5. To document the extent of females viewers adoption of new life style through the portrayal of female models and TV actresses to which television entertainment programs are changing life style among female viewers;
6. To explore whether the portrayal of female models and TV actresses is in accordance with religious and societal norms.

LITERATURE REVIEW

In a research study to observe the influence of advertisement on individuals between the 17 to 25 age, three hundred college boys were selected and shown the 20 different advertisements about different products. Students were asked some question; the survey was conducted to examine the attitude and understanding of TV advertisement. The findings revealed that the 17 to 25age students found TV advertisement funny and thrilling. They think that TV advertisements are not boring in anyway but the thing annoyed them is repetition. The answer for the sentence "the ad showed the life that I'd like to live" was remarkable. Among most of the student (93%) stated that they found TV advertisement perfect and attractive. The advertisement not only put up for sale a product but they also sell life styles and ranks in the community. Young people can be easily attracted by advertisement and the styles portrayed (Aybike S. Ertike, 2011).

In an article The New Woman, "The television contents have the power to be however maybe failing to be adopted as it presented, nevertheless they can adhere to viewer's reminiscence, and TV entertainment contents have the power and ability to influence how viewers make an image about the women models and actresses." Moreover according to McNair (2005), "Women in advertisements are generally characterized by their

persuasive nature. Television advertising is characterized by the ability of the medium to transmit content to a mass audience simultaneously." These characteristics of female portrayal in television have been the subject of concern, criticism, and continuous study. In every ad, placard, hoarding, cover of monthly journals, the model is photographed skilfully and comprehensively. In the research article "Pixel Perfect", researcher Lisa Collins (2008) described how the acts of portraying women screen idols have turned into an art. Nowadays beauty has become so artificial and exploited that anyone can have it without tremendous devotion (Brierley, 2002). Entertainment stuff of the television teaches masses how to look, behave, eat celebrate decor, wear, and consume in a way to be successful in society (Díaz-Soloaga, 2007). In the article, "Television Portrayal of Women", Redwin (2010) affirms that "female portrayal in the television has a strong impact over how women and society feels about each other."

Ideally thin women in the television normally come into view as proficient in attaining the arbitrated ideals of female exquisiteness, which generate desirability among female audiences watching these "television goddesses" and their styles postures, behaviours and interactions. Thin females in the television usually appear competent in achieving the mediated ideal of feminine beauty, which creates an attraction between female audiences watching these "television goddesses" and their accompanying behaviours and actions (Goodman, 2005). Slimness has a very constructive meaning and implication, one that declare success and social demand (Hesse-Biber, Leavy, Quinn, & Zoino, 2006). Hendriks and Burgoon (2003) described that those female viewers who spend frequent time on watching contents that portray women as slim and thin are likely to belief this skinny and slimy body images as a set norm. Holstrom (2004) observed that disappointment and displeasure comes when the televised thinness is not only believed as pragmatic rather as it could be achieved and accomplished. Furthermore women accept televised body shapes and postures as the custom rule and judge themselves in relation to those images. Being slim and skinny is the most evident principle of female physical beauty upheld by the current entertainment programs of television. This television message is no longer simply persuasive but also a "pervasive" facet of modern society. The socio-cultural preference for slimness has become a phenomenon of unparalleled intensity due to the incessant proliferation and ubiquity of the thin ideal in mass television and popular culture (Underwood, 2000).

Youthful females are frequently exposed to their much loved new singers that are speedily spiritualizing into adulthood through the use of props and depiction of women. Music plays a noteworthy position in our lives, with almost 70% of people age 13 and older keenly listen and watch music shows at least once a day and 90% of people enthusiastically listening to music at least several times a week (Bakula, 2012). Moreover, 13% of eleven to fourteen year-old ones frequently exposed to music videos, watching habits of music videos are comparable to those of other television genres such as reality television, talk shows, and news programs (Roberts & Foehr, 2004). Furthermore, music videos offer considerable capability for exploring how gender and sexuality are represented in TV for the reason that romance and sex are primary subjects, but also because they can hold rather powerful messages and proofs of typecasts in relation to race, gender, and sexuality (Arnett, 2002 & Jhally, 2007).

Famous video songs have a great influence on the viewers and the way they live and the characters portrayed in these videos construct new culture. With the repeated playing everyone affirms and loves it. It promotes new trends and styles through presentation of different social gatherings, and it communicates with the young viewers about the adult world through the canvas of the painter (Brown, 2003).

Music videos increasingly getting admired and essential component of culture through the custom music portray. Now the culture these videos portray reflects the culture of youth whereas videos of all melodious genres have succeeded their original purpose to provide a plate form of promotion for the singers or performers (Andsager, et al, 2003).

Hypotheses

☐   It is more likely that female viewers take more interest in dramas than music and award shows.

☐   Viewers are likely to be more influenced by the females as actresses and models than as singers and dancers.

☐   Viewers are likely to be more influenced by the portrayal of females in successful roles than that of sexual role.

☐   It is more likely that viewers believe that the portrayal of females is more in contradiction to the religious norms than that of societal norms.

☐   It is more likely that viewers are influenced from the female models and TV actresses in the adoption of dressing, makeup and hair styles.

METHODOLOGY

In this current study the researcher is adopted survey research method. The survey method is considered to be an apt method for collecting information and data analyzing, which is presented in those selected private television channels' morning shows. The population is the female students enrolled in University of Sargodha. And, stratified method for specification of the demographic characteristics are adopted and population is divided on the basis of education strata is based on a single

Table 1: portrayal of female model and actresses against Morality, Societal norms, Religion, Ethics and Culture

	Morality	Societal norms	Religiously	Ethically	Culturally
Often	65.6	59.1	67	50.8	53.9
Somewhat	19.2	27.2	15.0	28.6	24.4
Rarely	15.2	13.6	18	20.5	21.6

Table 2: Female Models TV Actresses are Appealing as Sexual Object, Sympathetic, Successful, Sober, Abusive and Victims.

	Sexual Appealing object	Sympathetic roles	Successful roles	Sober roles	Abusive roles	Victims
Much	49.7	45.2	59.2	46.2	26.1	37.8
Somewhat	18.9	28.6	23.3	28.3	27.5	21.7
Rarely	31.4	26.1	17.5	25.6	46.4	40.6

Table 3 Relating Viewers themselves with Female Models TV Actresses Ethically, Emotionally, Physically, Mentally and Culturally.

	Ethically	Emotionally	Physically	Mentally	Culturally
Much**	32.5	35.2	30.3	30	28.3
Somewhat	24.4	24.7	23.9	26.4	17.8
Rarely	43.1	40	45.8	43.6	53.9

criterion; education--Masters and Bachelors. After specifying the strata in stratified method, the convenient sampling method of is adopted to collect data. Total three hundred and sixty, female of Masters – Bs programs of the discipline of Natural and Social Sciences in equal proportion was selected of the University of Sargodha.

FINDINGS

Numerous studies cited in chapter 2 shows the immense popularity of television entertainment programs among the viewers, particularly female viewers. This study also reveals significant correlation between TV dramatized program and female viewers watching habits.

In Table 1 religion is considered as the most sanctified, sacred and worthy of respect, that is why the portrayal of women in programmes of entertainment is significantly viewed against religion. Female viewers perceived the portrayal of women models and actresses is often against the religion (67%) in different television entertainment programs. Furthermore the portrayal of women in entertainment programs is observed very often and often against the Morality (65.6%). Moreover, 53.9% of female viewers' often perceived the portrayal of women models and TV actresses against culture.

Empirical findings of table 2 show that significant majority (59.2%) of the viewers were of the view that

women in entertainment programs look more appealing in successful roles (59.2%). In like manner, female viewers perceived equally appealing to the female models and actresses as portrayed sexually (49.7%) and in sympathetic roles (45.2%). Comprehensive view of the statistical analysis shows women portrayal as less appealing in abusive roles (46.4%) and in the roles of victims (40.6%).

In continuation to the earlier question another question was also asked from the female viewers to investigate that to what extent viewers relate them with female models and TV actresses ethically, emotionally, physically, mentally and culturally. The statistics of table 3 show that viewers do not significantly relate themselves with the women models and TV actresses. For instance culturally (53.9%) viewers rarely or not at all relate themselves with the female models and TV actresses. Moreover the finding of the study reveals that female viewers relate themselves emotionally much (35.2%), than somewhat (24.7%) and rarely (40%) and physically much (30.3%) than somewhat (23.9%) and rarely (45.8%). Furthermore statistics of table 3 reveals no significant difference in percentage of somewhat category among the different variables.

Table 4 shows the statistics of the role played by the female models and TV actresses in the adoption of different styles and accessories. After the influx of television entertainment programs, the influence of

Table 4: Role Played by Female Models TV Actresses in Adoption of Dressing Style, Gesture, Language and Accent, Make Up, Hair Style and Accessories.

	Dressing	Gesture	Language & Accent	Make Up	Hair Style	Accessories
Much	86.4	60	62.2	71.9	72.5	55.5
Some What	6.7	25.0	24.4	16.9	16.7	22.8
Rarely	6.9	15.0	13.3	11.1	10.9	21.6

female models and actresses is observed to large extent. The present table 4 shows that viewers adopt different styles and accessories after the influence of dramatized programs and women models and actresses, the statistics indicated that the female viewers preferred to adopt dressing styles of the female models and actresses much (86.4%) than somewhat (6.7%) and rarely (6.9%), likewise affirmation of hair styling of female models and TV actresses is much (72.5%), somewhat (16.7%), and rarely (10.9%). Influence of female model on makeup is much (71.9%), somewhat (16.9%) and rarely (10.9%) can be observed by the statistics presented. In continuation to adoption, female models and TV actresses play significantly similar role in the adoption of Language & accent (62.2%) and Gesture (60%). The findings of the study also revealed about the last but not least variable accessories, the statistics shows, much (55.5%) than somewhat (22.8%) and rarely (21.6%) female viewers adopt the accessories of female model and TV actresses portrayed in the television entertainment programs.

SUMMARY AND DISCUSSION

The current study was formulated to examine the influence of female models and TV actresses on the female viewers of university of Sargodha. One of the strongest reasons of influence of the female portrayal in entertainment programs is might be their portrayal in different appealing roles that may becomes the reason of immense popularity among the viewers. The results of the current study showed that according to the female viewers, women are more appealing in successful roles (59.2%), in contrast to the portrayal of female models and actresses as presented sexually (49.7%) in different dramatised contents of television. Women are assuming leadership roles today than before, the notion of a woman as a leader is due to the change in portrayal of women' roles on television." Moreover it is understandable that women portrayal in sexual roles doesn't have much attraction for the female viewers. Presentation of women in powerful, independent and successful roles is perceived as more influential by the female viewers. Current research has also been formulated to examine the role of the female models and television actresses in adoption of different styles and accessories. Empirical findings of the study shows that the influence of female

models and actresses on the viewers to large extent. The statistics of table 2 show that viewers adopt different styles and accessories. For instance the overwhelming majority of the female viewers (86.4%) adopt the dressing styles of the women models and television actresses. The review of the empirical findings further showed that female viewers adopt hair styles (72.5%) and make up (71.9%) presented by the models and television actresses of the television entertainment programs. The results presented strongly supports what the researcher hypothesized, findings revealed the fact that 92% females like the accessories, dressing and cosmetics of actresses of the serials and 50 % of the viewers buy these accessories and stuff.

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